Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Officially, Spring 1958 is all ripe

IN THE VALLEY OF THE MOON

First full day of spring is at hand, with a sizeable rainfall to inaugurate the season. But there were a half dozen or so mighty good days, and now the mornings are getting warmer. Got pretty tired of those 36 deg. readings every day—dang near froze to death.

It's a wise man who marries his secretary; she's accustomed to taking dictation, not giving it. VALLEY JEWELERS, Boyes. Gifts.

Dying to spring the news this week, but better counseling has prevailed, and you've got to wait till next week. But there's quite a bit to talk about as of right now, but be sure to read every word.

LIONS meet every Tuesday eve at Mission Inn, Boyes. Everything now pointing to Pancake breakfast April 5. The eats are superb!

Lots of business news: Mr. and Mrs. G. L. Brown of Sebastopol have bought the Food Mart in Fetters Springs from Mr. and Mrs. Victor Frolich. New furniture store on the highway is getting its cement block walls up in the air; another new building will go up alongside it at the corner of the highway and Calle del Monte, and another new building is contemplated next to the Valley of the Moon Cleaning plant, also on the highway. Several new houses are also under construction and there are plans for up to 50 new homes in the Bel Aire tract, and a motel, restaurant and shopping center on Arnold drive. The Valley's on the march—ahead.

Other developments—things your editor has advocated for years: Work about to be started on flood conservation (that means dams on Sonoma river); small boat harbors down at bayside; progress just ahead on Highway 12 improvement, with a freeway from Kenwood to Schellville.

BANCROFT NURSERY, Sonoma. Order your Easter lilies or other flowers right away. We deliver, anywhere. Hospitals, funerals.

"How about some shrimp for supper?" "O.K. but isn't there any way but 'creamed?'" So the missus put on her thinking cap and came up with a delectable dish. She beat up some eggs, dug up some fine crumbs, stirred a can of shrimp in with the other ingredients, then deep-fried the whole shebang. Result: Out of this world. You just might try it. A serving cost only about 20 cents.

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accommodations. Meet Millie, most nights.

Speaking of eats: The third annual Lions club Pancake breakfast has been set for Saturday, April 5 (day before Easter) at the Woodleaf parking lot. Varions wholesalers donate much of the materials needed, the Woodleaf also, local dairies, egg dealers, etc., so almost all of the $1 paid goes to the club, which uses it in its charitable projects, which emphasize aid to the blind.

What do you get? Orange or tomato juice, bacon and eggs, pancakes, butter and syrup, and coffee. You may have seconds—even thirds. Lions are selling tickets, or you may get 'em at the feed. The breakfast will be served from 7 a.m. to 1 p.m.

FOUR CORNERS CAFE, So. Broadway. Pizzas, a dozen kinds. Latest addition, Linguica, a sensational pizza. Imported beer, too.

John M. Hannigan, grand factotem at the Mission Inn, a typical Irishman, had a whale of a time over St. Patrick's day. He placed in each room a stone, with "Blarney Stone" emblazoned on it (the hotel was crowded with sports car enthusiasts in convention assembled. He also presented some of the stones (actually they came from the creek) to various local luminaries, and the total amount of fun was great and uninhibited.

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!

Your income tax return? Having trouble? See Ed Reedy, Boyes tax expert and consultant, who can get your return ready in fast time all ready for filing, and probably save you some money in the process. His charges are reasonable.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

This Valley, we believe, could and would support a good opthalmologist (spelling correct). We've got about 20 good medical doctors, adequate supply of dentists, but not one specialist in eye treatment. There are some good ones in Santa Rosa, and some will come out here for operations, but afterward you've still got to drive to the county seat for post-operative inspection and treatment. Some opthalmologist please note.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

Of course we wouldn't vote for Knight for Sonoma valley dog catcher. Nor for Brown, who was a fairly good attorney general, but should stay there. So, we're for Christopher for the nomination. He's of Greek ancestry (is that bad?) and some of his opponents have tried to make that an issue. Only thing against his mighty good record is that as a milk dealer he tried to lower prices to the consumer, and the big boys put the pressure on him, even had him arrested and convicted under the fair trade or some other screwy laws. More power to him!

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

A couple of Moonbeams distributors (can think of Denny's COG and the Four Corners cafe) have put up small boxes of just the right size, to hold this little paper and make it easy for patrons to pick 'em up. 'Twould be a good idea for your publisher to have a dozen or so made just for that purpose. Remind us, sometime.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

The world's greatest ghost story:

The War to Really End War is ended, and you are the only surviving human in the world.

Somebody knocks at the door.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

As a kid, there was quite a lot of family. An older sister had a large part in bringing up the younger ones. Among many other things, we learned that eggs fried in butter tasted better than when lard was used; she introduced hand towels instead of the older roller towel, used by everybody; that toothpaste or powder was much better than soda; and she installed as much manners among the younger ones as she could. 'Twas the beginning of culture in the Little homestead.

JIM'S MEATS, at Boyes Springs Food Center. Top quality always. We cut to your order. Fresh poultry. Delicatessen department.

We seem to be all through with hearing "McNamara's Band" and the "Wearing of the Green." So now comes "Easter Bonnet" and "April Showers."

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

You remember Brent Payne, now a Santa Rosan, who published the Valley Review for four or five years? Well, he's a grandfather now. The Paynes' daughter Judy became the mother of a fine little boy one day last week, and Brent's one of the happiest men in the whole state north of San Francisco.

BRBOADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dining room, serving luncheons, dinners. Quiet, efficient.

This "endorsement" business! Phooey! Oscar Larson wanted to run for congress, but a stacked convention said no. Another convention last week endorsed Knight for U. S. senator. But Mayor Christopher of San Francisco isn't taking it sitting down, and more power to him in sticking in the race. Hope he wins it. The whole idea is at variance with the general idea of free prmary elections. Cross filing, an anchronism, enters into the picture, too. Should be thrown out at the earliest opportunity. Let's have free primary elections, as they were originally intended.

EL DORADO HOTEL, Sonoma. John Merlo, prop. Varied menu, Italian foods a specialty. Splendid cocktail bar. Finest food.

The little boys with trucks and tar wagons have again gone over our chuckhole streets and roadways in their off-and-on attempts to keep our highways in repair. First rain, and they're gone again. The real reason for the interminable patchwork is that the roads were never built right in the first place, but the cost of upkeep would have and still would build some real pavements in the area.

PALMS INN, Verano. Meet Carl, Jerry,, Rene. Superb food and drinkables. Piano bar, too. The Inskeeps your hosts.

You a basketball fan? Well, this weekend winds up the whole deal. Seattle is the west coast representative in the finals in Louisville, and will have the good wishes of just about everybody. And then comes the baseball season!

FRANK BUCHBAUER (B & L Laundromat, Fetters), expert on all types of washers, automatic or regular. Work guaranteed.

Do you get as disgusted as your editor at the pronunciation of Lanvin on the television commercials? It comes out something like "Long-vanh" and it ires us to the depths. If that's the right pronunciation, why isn't it spelled that way? We're Americans, not French.

LEE'S CHUCK WAGON, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style.

The Lions zone speakers' contest was switched from Vallejo to the Valley of the Moon Tuesday night, and there was a large crowd in attendance at the Mission Inn. Young man from Napa won the contest, and he now goes on to the district convention contest to be held at Hoberg's in April. Local representative, winner of the contest

with three speakers from Sonoma high school, was young Sher Singh. Your editor, who doesn't like speakers' contests, went out in the lobby and watched Red Skelton.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castorl. WE 8-4839.

A name for the soon-to-be (we hope) new city, has become a most interesting subject. There have been many suggestions—and some name has got to be submitted when and if the matter comes to a vote.

The name Boyes Hot Springs we don't like. Whoinell was Boyes? Is it boys or girls? Are the springs hot? They aren't. They're warm. The name Fetters doesn't even sound nice. Agua Caliente is wonderful, but there's a town just below the Mexican border with that name. El Verano is the prettiest name that could be suggested, but do you think El Verano would ever give that up? Sonoma Vista isn't too bad, but there's that connection with Sonoma itself. Some other good names, however, have been suggested, and they should be considered. For our selves we like Londontown, which would connct us up with Jack London, and it's also been quite prominent in a recent hit song. But any name that most people want will be all right with us. Main thing is to get a good name, and get incorporated, and run our own business, as the largest community in the southern part of Sonoma valley.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

There's been some mighty good music written of late, and we're wondering why they don't use more of it on radio programs instead of all the old stuff that's been written for the last 30 or 40 years. Some deserve resurrecting, but not too many of 'em. Of course, you know where we think most of the rock 'n' rollers should go.

PAUL'S OLD RANCHERO, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.

Fellow wrote in to a local newspaper that he's 71, aged, and he doesn't exactly like the way he's treated. At 69, perhaps we should feel the same, but we don't. We're glad and proud that we live in such a wonderful country, such a wonderful state, such a wonderful community. And when he refers to "aged" he's crazy. We're not aged, and never expect to be. We're not only as good as many who are 20 years younger (in actual years on earth) but better!

BOYES SPRINGS FOOD CENTER. A complete quality, one-stop market, with competitive prices. Take-out license. Stop in.

Some fellow editor down in Van Nuys quotes a new member of his club as saying: "What puzzles most folks is what single men do with their money."

B & L LAUNDROMAT, on hiway, Fetters. Save time and money —wash, dry, iron, right here. Especially during the cold season.

A minister down in Walnut Creek tells of a small boy, late for school, who remembered to pray for help as he galloped down the street.

"Please, God, help me not to be late," he kept repeating.

So he stumbled and sprawled headlong.

"Okay, God, I'm glad you're helping," he observed, "but you don't have to push."

WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call LIberty 5-2955.

SURE THINGS ARE SLOW—BUT!

The way some people talk and look these days, you'd expect to find guys selling apples, and women in shawls forming lines before soup kitchens, next time you round a street corner.

But that doesn't add up with some of the facts being reported currently in California newspapers.

The building industry, for instance—regarded as pretty sick. Latest figures we've seen, on the first nine months of 1957, do show California's building permits, valued at $2½ billion, to be down 5 per cent from 1956. But that 95 per cent of the previous year is a huge total and is more than twice the figure on the second place state of New York and represents 17 per cent of all building in America!

Take automobiles—everybody's moaning about the auto industry going stale. Well, the registration of new passenger cars in California last year TOPPED the 1956 registration by 2.4 per cent to reach a total of 567,532. Not a sensational gain—but not a loss, and nothing to cry out loud about.

Then a curious bit of news comes from Californians Inc. for 1957. Tourist visitors from out of state to the S. F. bay area in 1957 were 1 per cent fewer than in 1956—but they spent a record high of $75½ million, a rise of 4.1 per cent over 1956!

Sure, things are slower than they were—but there is still a whale of a lot of business being done and a lot of spending by a lot of people who evidently have a lot to spend.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

That wife down in the city testified: "And he struck me, knocked me down, stomped me, jabbed me, and finally THROTTLED me!"

Her attorney asked the usual question: "And this caused you great emotional strain and embarrassment?"

"Yes," replied his client simply. "And it hurt, too."

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service. Free pickup. All work done on premises. WE 8-5830.

WHY LENT? Rev. J. George Dorn of St. Mark's Lutheran church, San Francisco, answers the question:

For hundreds of years the Christian church has set aside the six weeks before Easter and has designated them "the Lenten season."

The purpose of this special season is to give Christians an opportunity to recall the consequences of sin and the assurance of redemption. It provides Christian churches with an opportunity to tell the unchurched residens of their communities of the central fact of the Christian faith—the death of the Son of God to atone for the sins of the world.

The message of Lent is to Christianity what a spring is to a watch, what a motor is to a car. Take the message of Christ's life and death out of the Christian religion and you have only a worthless shell.

The message of Lent is still the message of Paul: "Christ died for our sins according to the Scriptures."

During these weeks thousands of churches throughout the nation are bringing this fundamental Bible fact into sharp focus.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

OUR RESORT, El Verano. Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.

AN UNCONVINCING REBUTTAL: (By K. C. Jones, who apparently hasn't been reading the right trade journals, or sensed the general trend.)

He says: I can argue with you on the auto opinion in Moonbeams.

If Ramblers are selling like "hot cakes" in your country, the sale of hot cakes must be 'way off. The only auto companies featuring small cars are the only two that are losing money.

(1) A big car with power steering is easier to park than a small car without.

(2) A big car is not "just for show"—it is for comfort and pleasure.

(3) The fantastic claims for gas mileage on the small cars do not prove out. Anyway, I save more time and energy with a high-powered car than the entire cost of the gasoline.

(4) The biggest selling small car in the U.S. has been the Ford

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"T-Bird"—production has been stopped—changing to near full-sized car.

Practically all buyers of small cars that I have known personally have expressed dissatisfaction with their buy—even those who can afford the "sport" jobs, except for the ones who use them in racing and have other cars to drive.

RICHFIELD SERVICE, main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

An aged Civil war veteran was being interviewed. Said the reporter: "You and two others are the sole survivors of the Confederate forces and there is only one Union soldier still alive."

"Now's the time!" snapped the southerner. "We've got them outnumbered at last."

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Sunday, 5 to 10. Spanish foods. Pizza. Steaks. Seafood. Cocktail bar.

Last night I had a funny pain, and to the Doc I flew.
Said he: "That comes from overwork, there's nothing I can do."
"You need a month of quiet rest," he added with a smile.
"You'd better drop your golf and try the office for a while."

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

DENNY'S COG CLUB, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.

A pat on the back develops character — if administered young enough, often enough and low enough.

MIKE & ROSE'S MARKET, Boyes. Open Wed. to Sat. 10 to 6 except on Saturday, 9 to 7. Highest quality meats. Groceries.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.

Doting mother: "And what did mama's little boy learn at school today?"

Eight-year-old: "I learned two guys not to call me mama's little boy."

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

BATHHOUSE RESTAURANT, on the veranda. Merchants' light lunch. Giant Hamburgers, Farmerburgers. Finest food, low cost.

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

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